FAX

R.J. Reynolds Tobacco Co.
400 Raritan Center Parkway Suite D
Edison, NJ 08837

Date: 01/21/98

Number of pages including cover sheet: **5**

To:	Pine Lesser & Sons Inc.
	Don Lesser
Phone	973-478-3310
Fax Phone	**973-478-3710**
CC	Greg Mitchell Mike Cobucci

From:	Lanny Wolfe
Phone	732-225-4774
Fax Phone	732-417-9076
Voice Mail	**1-800-757-8255** **Ext. 48795**

REMARKS:

☐ Urgent ☒ For your review ☐ Reply ASAP ☐ Please comment

February 1998 Winston .30 off DPC

Start Date: 1/26/98

There will be three promotions in February, 1998: Camel B2G1F and Doral B2G1F/B1G1F both in high volume accounts and Winston Box/Lt Box .30 off per pack two ctn display for low volume accounts.

You will receive approximately **$2,485.00** (.13 per ctn Cat II and III on total RJR February volume) if you:

- Report each February promotion on disc accurately (see attached sheet).
- Pack and deliver each promotion to at least 80% of accounts on attached list within three weeks of delivery date.
- Return attached list with refusals to Lanny Wolfe within four weeks after delivery date.
- Insure Jan-June, 1998 RJR Share of Savings does not go below -2.0% from base.

Attached is the information you will need to work the **February Winston DPC** promotion.
Information for the other promotions will follow.
If you have any questions please let me know.

Thanks,
Lanny

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Source: https://www.industrydocuments.ucsf.edu/docs/jpkn0000

R.J Reynolds Tobacco Company
February 1998 DPC Promotion

Account: **Pine Lesser & Sons Inc. #363720**

Brand Promotion	**Winston** 30¢ Off 1 Pack (2 Carton Display)

Display Packing
1 ctn Winston Box
1 ctn Winston Lights Box

Disc Reporting

⇒ Following are standard RJR Promotion Descriptions. **It is important that these be entered correctly since RJR Wholesale Partners performance payments will be based on promotions reported.**

*NOTE: 'Reported Correctly' means that on the UIR (Unique Identifier Record) of the data file:

1. **Brand Descriptions** must be complete
2. **Promotion Indicator** must be 'Y' for all promotions
3. **Promotion Descriptions** must be provided in the Promotion Description Field (not the Brand Description Field) exactly as listed. **If the promotion description is not exact, including spaces, placements will not be reported for that promotion. After the promotion description is properly entered, you may add an optional description if you wish.**

Brand Description	Indicator	Required Promotion Description	Optional Description
WINSTON KS BX	Y	WIN Q1 DPC DPLY	
WINSTON 85 BX LT	Y	WIN Q1 DPC DPLY	

Should you require technical assistance relative to the format required using these promotion/brand descriptions on your weekly tape/disc submissions, contact the partners Help Desk at (800) 230-9732.

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R.J Reynolds Tobacco Company
February 1998 DPC Promotion

Account: **Pine Lesser & Sons Inc. #363720**

Brand Promotion	**Winston** 30¢ Off 1 Pack (2 Carton Display)

Billable Cartons	1 ctn Winston Box 1 ctn Winston Lights Box
Allocation (cs)	1 cs Winston Box (12M) 1 cs Winston Lights Box (6M)
$ Amount	**$1,131.83**
Delivery Date	January 26, 1998
Displays	**19**
Display Assembly Timing	Immediately
Displays Shipped to Retail	➢ Send displays automatically to accounts on attached list beginning week of **1/26/98.** ➢ Complete distribution of displays to at least 80% of accounts on list by **2/16/98.** ➢ Cross out any account that refuses promotion, sign, date, and return list to Lanny Wolfe for payment by **2/23/98.**
Packing and shipping payment	28.00 per 12M case of Live product

☎ Voice Mail 800-757-8255 #48795 if you have any questions.

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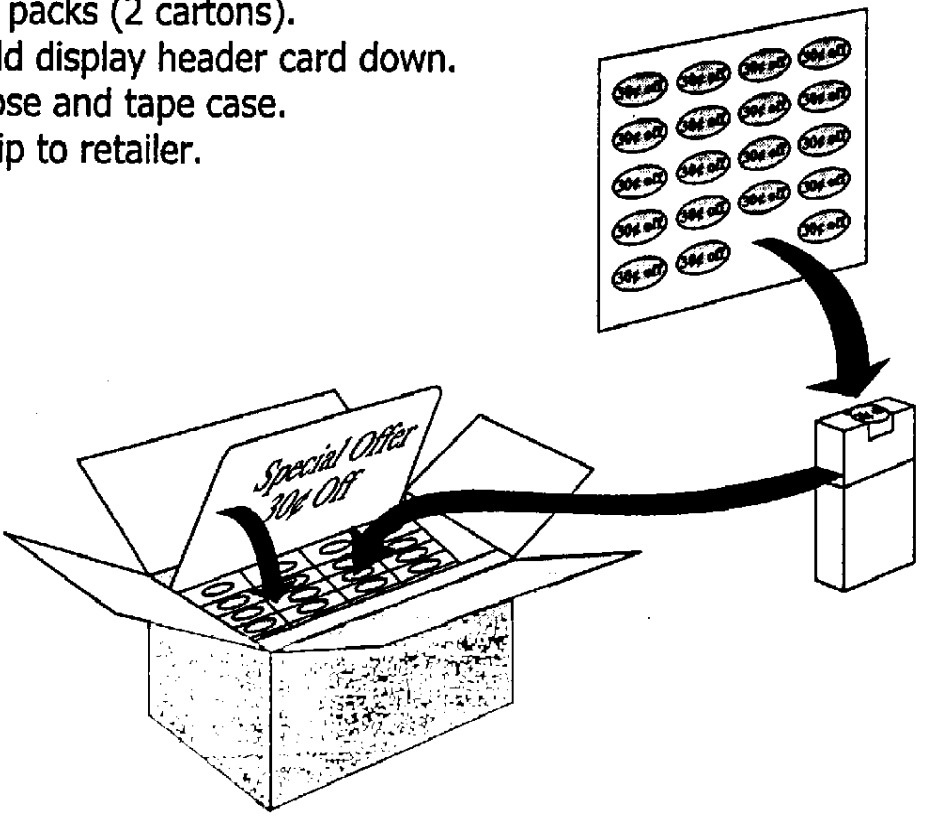
WHOLESALER PACKING INSTRUCTIONS

DEEPER PROMOTION COVERAGE **1ST QTR. '98**

Product to be stickered by Direct Account

STEPS

1. Open DPC shipping case.
   (Blue Fold-Up Display #524012 Temporary 20pk)
2. Place "30¢ off" price stickers on TOP of packs. (use Monarch Gun)
3. Load 10 packs of same brand style in each row. Display holds 20 packs (2 cartons).
4. Fold display header card down.
5. Close and tape case.
6. Ship to retailer.



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Item# Description
536414 Winston 20 Pack DPC Display/Shipper
536411 Winston DPC .30 VPR's (20 per sheet)

Brand Style	Winston Box	Winston Light Box							
Number of Cartons	1	1							

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ACCT	FULL NAME	ADDR1	CITY	STATE	ZIP	PHONE NO
273738	BEEKMAN LIQUORS	246 ROCK RD	GLEN ROCK	NJ	07452	201 445 0712
734567	CARMELLAS COOKIE INC	770 VAN HOUTEN AVE	CLIFTON	NJ	07013	201 779 2288
582800	CEDAR GROVE LIQUORS	597 POMPTON AVE	CEDAR GROVE	NJ	07009	973 239 1068
179786	DASON PHARMACY CO.	287 N MAIN ST	SPRING VALLEY	NY	10977	914 352 1800
273771	ELMERS COUNTRY STORE	359 E SADDLE RIVER RD	UPR SADDLE RV	NJ	07458	201 327 1926
770922	FONTANAROSA DELI MKT	86 LINCOLN AVE	TOTOWA	NJ	07512	973 942 7784
771108	FRANKLIN LAKES DELI	436 PULIS AVE	FRANKLIN LAKES	NJ	07417	201 891 4464
410824	GIENOZZO'S DELI	302 JACKSON AVE	WEST PATERSON	NJ	07424	973 523 3307
771577	HALEDON DELI	315 BELMONT AVE	HALEDON	NJ	07508	973 942 9521
273320	MC DERMOTT'S DRUG	433 UNION AVE	PATERSON	NJ	07502	973 790 8486
720819	MCBRIDE FOOD MAR&DEL	500 MCBRIDE AVE	WEST PATERSON	NJ	07424	973 977 8666
486266	MCBRIDE LIQUORS	1019 MCBRIDE AVE	WEST PATERSON	NJ	07424	973 256 3285
399603	NAZIMEKS MARKET	567 VAN HOUTEN AVE	CLIFTON	NJ	07013	973 777 2038
570999	NOVELLO'S DELI	421 BROAD ST	CLIFTON	NJ	07013	201 340 5400
273440	PARUTA'S, INC.	89 MARKET ST	PATERSON	NJ	07505	201 684 2943
399734	PASSAIC PARK LIQUOR	184 MAIN AVE	PASSAIC	NJ	07055	973 778 8818
400777	PILGRIM LIQUORS	283 POMPTON AVE	VERONA	NJ	07044	973 239 4322
273677	RAMSEY LIQUORS	41 W MAIN ST	RAMSEY	NJ	07446	201 327 0353
770540	THE GREETING PLACE	1221 VAN HOUTEN AVE	CLIFTON	NJ	07013	973 777 7630
	19					

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TRANSMIT CONFIRMATION REPORT

NO.	:	011
RECEIVER	:	19734783710
TRANSMITTER	:	R.J.REYNOLDS TOB 12
DATE	:	JAN 21'98 14:27
DURATION	:	03'24
MODE	:	STD
PAGES	:	05
RESULT	:	OK

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